

Karen Wondra Grisham

Producer & Entertainment Business Development Consultant. Marketing Products & Services to Film, Music & Television

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Summary

Karen Wondra Grisham is a seasoned executive with 18 years' experience in and around the entertainment industry. She has inside connections in the film, music and television industry, as well as at many production companies and post-production facilities throughout Los Angeles. Highly trained in business development and branding strategies, Karen understands the pulse of the entertainment industry.

Karen Wondra Grisham Productions is currently available to market and sell new products targeted to the entertainment industry. All you need is the product or service; we will determine its viability in the market, make the connections, take it in front of decision makers, and build the relationships you need to get your product widely sold within the entertainment industry. She opens doors - and closes deals.

Specialties

Marketing campaigns and product/service placement strategy for the film, music and television industries.

Experience

Entertainment Business Development & Marketing Consultant at Karen Wondra Grisham Productions

March 2007 - Present (3 years 5 months)

Founded entertainment business and marketing company, specializing in precise and innovative sales and marketing campaigns for the Film, Music and Television industries. Assess viability of entertainment services and products; provide an independent perspective for clients; identify opportunities to generate and increase revenue; and implement those strategies with aggressive marketing campaigns. Utilize connections in the entertainment industry to open doors -- and close deals.

1 recommendation available upon request

Founder and President at The Distinguished Valet

March 1992 - January 2009 (16 years 11 months)

Founded and served as President of a wardrobe valet service for busy executives and performers in the entertainment industry, including clients employed by television networks and movie and recording studios. Ran all aspects of the business, including developing sales and marketing campaigns, managing financials, and overseeing all operation of client services. Provided

professional wardrobe support services for public appearances, award shows, special events and other entertainment industry activities.

Learned the true pulse of the entertainment industry, specifically film, music and television. Gained a clear understanding of how to assess product viability, gain entry into the entertainment market, and connect people with projects and solutions.

Clients included:

Entertainment Film Studios:

Disney Company; Disney Theatrical Production Ltd.; Disney International; Columbia Tristar Motion Picture Group; Metro Goldwyn Mayer MGM; Sony Pictures; Fox; Twentieth Century Fox; 20th Century Fox; Fox International; NBC; NBC Universal; NBC Enterprises; Paramount; Tristar International; Tristar Home Video; Tristar Game Show Network; Warner Bros.; International Theaters; Warner Bros. Company; Warner Bros. Theatrical Production Ltd.; Warner Bros. International; The WB Network; Silver Pictures

Television:

NBC Entertainment; NBC Broadcast & Network; Disney Television; WB Television Network; Warner Bros. Extra; Warner Bros. Access Hollywood; Saban Entertainment; Fox Networks; KABC; ABC International Television; ABC Studio Facilities; ABC Television; KCBS Television; Game Show Network

Music:

Warner Bros. Records; Warner Music Group; Atlantic Records; Capitol Records; Capitol Recording Studios; Capitol Mastering Studios; EMI; Disney Records; Zomba Records; Sony Music; MCA

Other Entertainment Based Companies:

Mannate Phelps & Phillips law firm; American Film & Market Association AFMA; House of Blues Entertainment Inc.; Cinesite; Pacific Ocean Post

1 recommendation available upon request

Director Entertainment Sales at MESoft

November 2006 - April 2007 (6 months)

Sold media entertainment software to studios, networks, producers, directors, and post-production houses. Oversaw studio accounts, including NBC Universal, Warner Bros., and Sony, as well as many production companies and post-production facilities in Los Angeles and New York, and throughout the country.

6 recommendations available upon request

Business Development Manager, Film Festivals and Markets at Midnite Express

April 2006 - September 2006 (6 months)

Created marketing campaigns for international film festival markets and media markets. Analyzed international breakdown of markets and festivals, including as Cannes film festival, Los Angeles film festivals and MIPCOM. Implemented sales, marketing and representation at international film festivals and markets to develop relationships with festival directors, filmmakers, producers, distributors and studios. Generated international business within entertainment and media markets.

1 recommendation available upon request

Manager of Post Production Business Development at Visual Data Media Services

February 2005 - April 2006 (1 year 3 months)

Conducted sales and marketing for a video post-production facility specializing in closed captions, subtitles & translation, editing and duplication. Supervised and organized all industry tradeshow, NAB, NATPE, GSA and the GV Expo. Designed marketing materials, e-mail campaigns, marketing budgets & schedules. Developed relationships with distribution companies, broadcasters, , production companies, record companies, advertising agencies, and government agencies.

General Sales Manager, Southern California at Property I.D,

October 2001 - May 2002 (8 months)

Increased revenues 70% within a six-month period through a strategic marketing campaign for one of the largest land disclosure companies in the real estate industry. Managed the sales department while emphasizing positive motivation and drive, to increase sales and create new business.

1 recommendation available upon request

The Distinguished Valet at Fox

March 1994 - January 2001 (6 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at at NBC

March 1994 - January 2001 (6 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Capitol Records

March 1994 - January 2001 (6 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Warner Music

March 1994 - January 2001 (6 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

Owner The Distinguished Valet at Pacific Ocean Post

1994 - 2001 (7 years)

Owner The Distinguished Valet at Cinesite

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1994 - 2001 (7 years)

Owner The Distinguished Valet at Manatt, Phelps & Phillips, LLP

1994 - 2001 (7 years)

Owner of The Distinguished Valet at Extra TV

1994 - 2001 (7 years)

Owner of The Distinguished Valet at Bartel Desgin Group

1994 - 2001 (7 years)

Owner of The Distinguished Valet at Price Pfister

1994 - 2001 (7 years)

Wardrobe Valet at CBS Network

1993 - 2001 (8 years)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Silver Pictures

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Access Hollywood

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Columbia Tristar

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at House of Blues

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at MGM

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at AFMA

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at The Walt Disney Company

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at The Game Show Network

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Sony Pictures Entertainment

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at CBS Television Distribution

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Warner Bros.

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at Sony BMG

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

The Distinguished Valet at MGM Home Entertainment

March 1992 - January 2001 (8 years 11 months)

Provided wardrobe valet services through The Distinguished Valet.

Please refer to detailed entry under Founder and President at The Distinguished Valet.

International Sales & Traffic Coordinator at Saban Entertainment

October 1991 - March 1992 (6 months)

Supervised all print traffic for television shows and feature films. Organized translation, dubbing tapes, publicity materials, and sales and marketing merchandise. Managed sales and marketing for film markets and international sales territories. Worked closely with dubbing houses and production vendors concerning budgets, schedules and vault inventories. Negotiated for most favorable rates with vendors. Produced television show: Mighty Morphin Power Rangers.

Executive Assistant at Edward R. Pressman Film Corporation

February 1990 - October 1991 (1 year 9 months)

Provided administrative assistance to Dan Friedman, Marketing Executive.

Manager of Administration at I.R.S. Media

February 1989 - January 1990 (1 year)

(Independent film and record company owned by Miles Copeland, music producer and manager of The Police, Sting, REM, FYC, The Go-Go's, and The Bangles.)

Supervised administrative personnel. Proofread scripts for film development. Organized screenings, meetings and wrap parties.

Education

University of Wisconsin-Stout

Coursework, Fashion Merchandising/ Business Marketing, 1980 - 1981

Interests

2007 - Present WESPARK NON-PROFIT CANCER CARE CENTER.

Fund Raiser and Event Administrative Organizer of the Wendy Jo Sperber Celebrity Golf Tournament 2007.

1997 - Present NICOLE BROWN FOUNDATION

Fundraiser, Event Organizer.

Organized the "Fifteen Rules" to be translated into nine international languages, which elevates the message of the Nicole Brown Charitable Foundation.

1989 - Present LOS ANGELES FOOD BANK

Event Coordinator. Organize collection of barrels of food at events; screenings; wrap parties and festivals.

2005 - Present GREATER LOS ANGELES SOUP KITCHENS

Assist at the North San Fernando Valley shelter/soup kitchen.

1997 - 2005 LAUGH FACTORY FEEDING THE HUNGRY BENEFIT

Served as a hostess for Thanksgiving and Christmas dinners. Every holiday this Benefit feeds over 2000 homeless families.

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10 people have recommended Karen

"Karen created a unique and innovative business idea to assist busy professionals and executives with Distinguished Valet wardrobe services. She was polished, efficient, and friendly in helping me as an on-the-go globally traveling executive."

— **Laura Bengford**, was Karen's client

"Karen has been a great inspiration and great networker. I've found her people skills extremely beneficial to her clients."

— **Martin Anaya**, *Executive Director, Sacramento Film Festival*, was with another company when working with Karen at Midnite Express

"I worked with Karen at Property ID, she was the General Sales Manager who lead our team in acquiring new business. She was instrumental in modeling our team and getting us prepared for the sales and client meetings. Karen was extremely good in thinking out of the box, she was able to find different ways of getting business when all the other avenues had been exhausted. I enjoyed working with Karen, she was a terrific leader, who lead by example. I would work for Karen again in a minute."

— **Gerry Rosario**, *Sales, Southland Title*, worked indirectly for Karen at Property I.D,

"Karen is a delight to work with. If you need a true go getter, Karen is the one. Karen has real knowledge of the people and their industry, and knows how to network, open doors, and close as well. She has that great ability to visualize and focus on the project at hand, and tailor it to the clients needs. Karen is a class act, both as a person, and professional business woman."

— **Bob Pereyra**, *ESPN X-Games Organizer, ESPN*, worked directly with Karen at Self employed, Sales Consultant

"Karen gets the job done!"

— **Debra Kaufman**, *freelance writer/editor, self*, was with another company when working with Karen at MESoft

"Karen is a hardworking, dedicated worker who puts one thousand percent into every thing she does. I first met Karen at an industry function and was impressed by her tireless enthusiasm and her ability to talk to anybody. She could quickly identify the source of your problem and recommend solutions but always in a friendly manner. I think she is a great asset to any company."

— **Tanisha White**, *2nd AD, Cobra Productions*, was with another company when working with Karen at MESoft

"I found Karen, in my communications and dealings with her, to be succinctly expressive, thoughtful, clear minded, a quick study, funny, present, sensitive in the political sense of being a capable executive and also a very good listener able to unearth and deal with pivotal issues affecting deployment of her product suite. Had I a product and a marketplace that needed someone to open manage and close sales and maintain relationships I would invite Karen to join my team."

— **Carl Bressler**, *Advisor, Mesoft.com*, was with another company when working with Karen at MESoft

"Karen Grisham is a super-star sales and marketing professional whose ideas, attitude and network will make your cash register ring. Not only that, she will make your life easier, too. I have brought her in on a number of projects from the large to the very least. She has always come through 1000%, and has done more than she was asked (or hired) to do. Recently, without prompting, she completely re-designed one of our sales brochures, instantly improving its effectiveness and punch. In October 2007, her flair for design and eye for detail enormously enhanced NARIP's "L.A. Concert Biz Expo," a full-day conference with top concert industry experts. Her interaction with patrons and executive guests, and doubled our projected membership sales in one afternoon. If we had the budget to hire her full time, I would do so immediately. Tess Taylor, President National Association of Record Industry Professionals Los Angeles, November 2007"

— **Tess Taylor**, was Karen's client

"Karen is a very goal-oriented person. She is always willing to go the extra mile and also likes to think out of the box and come up with valuable sales and marketing ideas. She would be an asset to any sales efforts."

— **Doug Roberts**, *Vice President of Operations, Closed Captioning Services, Inc.*, managed Karen at MESoft

"Karen's knack for opening doors is all the more impressive given her easy-going and professional manner. Her experience and instincts proved an invaluable resource for me time and again. She is an exceptional sales manager and a great colleague."

— **Gerry Parham**, *Director, MESoft, Inc.*, worked directly with Karen at MESoft

[Contact Karen on LinkedIn](#)